



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, D.C. 20350-2000

IN REPLY REFER TO

OPNAVINST 3590.23D
N131L1

JUN 7 1999

OPNAV INSTRUCTION 3590.23D

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees
not having Navy personnel attached)

Subj: THE VICE ADMIRAL JAMES BOND STOCKDALE LEADERSHIP AWARD

1. Purpose. To issue the procedures for administering the annual Vice Admiral James Bond Stockdale Leadership Award.

2. Cancellation. OPNAVINST 3590.23C.

3. Background. During his 36 years of distinguished service to the Navy, Vice Admiral James Bond Stockdale was a magnificent leader, renowned teacher, writer, and highly decorated warrior. He possessed that rare and unique ability to inspire those he commanded and those he served, and his career has become a pole star for the Naval line officer that will follow him in the profession of arms. The essence and form of his inspirational leadership style have been distilled in his teaching and writing, and formed important cornerstones in Naval leadership today. It is appropriate to recognize the single-minded loyalty and selfless dedication to those in command whose influence reflects the enduring example set by Vice Admiral Stockdale.

4. Description of Award

a. The name of the award is "The Vice Admiral James Bond Stockdale Leadership Award."

b. The basic design of the award is a bronze plaque in three-dimensional relief of the likeness of Vice Admiral Stockdale. The plaque is mounted on a wooden frame suitable for desk or bulkhead display.

c. Each plaque awarded will indicate the recipient's name, unit, and the date awarded.

d. Additional items may be presented to the winners, including books authored by Vice Admiral Stockdale, as permitted by the resources of the prize fund.

e. Two awards will be made annually and presented to selected officers assigned administratively to the Atlantic and Pacific Fleets.

5. Eligibility for Award. Commissioned officers on continuous active duty below the rank of captain (nominally O-5s) and actually serving in command of a single ship, submarine, or aviation squadron during the nomination cycle (1 June to 31 May) will be eligible for the award.

6. Method of Nomination of Selection. Peer nominations will be the only source of nominations. Only commissioned officers who are themselves eligible to be selected in the selection year (1 June to 31 May) will nominate one peer. The nomination will be made on single-page, signed, letters containing the name and unit of the peer nominated and a justification (which will be held in confidence) based on the criteria of about 100 handwritten or typed words. These letters will be forwarded directly to the nominee's Fleet Commander who will forward not more than five of the most competitive to the Chief of Naval Operations (CNO) for final selection. Each warfare community should be represented. The CNO will select and announce the names of the selectees from the Atlantic and Pacific Fleets.

7. Criteria for Award. Each candidate for the award shall be nominated on the basis of his or her personal example of excellence in leadership and conspicuous contribution to the improvement of leadership in the Navy. The most important criteria will be a judgment of the unit's overall excellence, which can be attributed to the commanding officer's personal initiatives and performance. Time-honored principles of leadership are well known: setting an outstanding example, motivating subordinates, and enforcing standards. High standards of military behavior, courtesy, demeanor, and appearance have always been the hallmarks of a well-led command. An overall tone of positive achievement is conducive to combat readiness, discipline, and high performance. The truly effective leader knows the weapon system and how to fight it to maximum advantage. He or she knows the personnel and takes care of them. In fulfillment of these duties, the commanding officer's conduct is governed by a special set of moral, ethical, and behavioral standards that distinguish the military leader from civilian managers in society at large. This award seeks to recognize certain aspects of those standards by emphasizing selected roles of leadership elucidated by Vice Admiral Stockdale in his writings.

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a. Moralist. Commitment to a personal code of conduct which emphasizes strong moral ethics, courage, resolve, and humanity as demonstrated by personal and professional service to members of the Naval service.

b. Jurist. Ability to establish policy, which can be implemented and obeyed, and to make those hard decisions, based on the policy, in those difficult situations, which portend endless complications.

c. Teacher. Example of self-discipline, sensitivity to others, and ability to place the major issues in proper perspective while creating the motivational command climate essential for job satisfaction and organizational pride.

d. Steward. Example of competence, proper regard for the rights of others, and personal commitment to the development and maintenance of accepted standards, unit loyalty, and esprit de corps.

e. Philosopher. Ability to reason, understand, and explain the essence of reality and to recognize the need for forethought in dealing with uncertainties.

8. Action

a. The Fleet Commanders in Chief will annually solicit nominations within their respective Fleets per procedures in paragraph 6. The nominations will be screened and forwarded to CNO (N13) prior to 1 July for final approval by CNO.

b. The CNO will make the final selection based on a selection process using pertinent officer record data deemed appropriate. The names of the two selectees will be announced concurrently by CNO, Commander in Chief of the U.S. Pacific Fleet, and Commander in Chief of the U.S. Atlantic Fleet with a coordinated news release and NAVOP.

c. The presentation of the awards will be made by the CNO in September/October of each year in Washington, DC, if practical. Otherwise, the Fleet Commanders in Chief or their designated representative will present the awards with appropriate ceremony in the name of the CNO.

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d. Coordination. The coordinating office for the selection process and presentation arrangements is the Officer Plans and Policy Branch (N131) at (703) 693-2310/DSN 223.

9. Report. The nominating procedure/reporting requirement contained in paragraph 6 is exempt from reports control by SECNAVINST 5214.2B.



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